

To: 'Tharesearch@aol.com'[Tharesearch@aol.com]
From: Jim Trautman[trautman@bortz.com]
Sent: Tue 11/26/2013 12:21:41 PM (UTC-07:00)
Subject: RE: 2012 Cable Operator Survey

Sandi:

Your original counts were actually correct – you have sent us 79, and there is just the one that was from 2011 so we actually have 78 in hand. (I had miscounted the most recent batch to get to 77).

I'm sorry to hear about the increased difficulty that you are having, but unfortunately not surprised. The consolidation has been very significant throughout the industry. As far as total completes, 65% would be fantastic, but we don't need or expect that kind of result. Anything close to 60% would be great – so somewhere between 165 and 177 should probably be our target. So with the additional completes that you haven't sent us yet, it sounds like we are over halfway there.

Having said that, we probably should have a call next week just to talk about the WGN-Only issue. There probably isn't a solution for this year, but we might need to make some adjustments for future surveys to somehow streamline things.

Thanks for the detailed update, and hope you feel better in time for Turkey Day!

Jim

From: Tharesearch@aol.com [mailto:Tharesearch@aol.com]
Sent: Tuesday, November 26, 2013 11:10 AM
To: trautman@bortz.com
Subject: Re: 2012 Cable Operator Survey

Hi Jim,

Sorry for not getting back to you sooner. I don't know about there, but around here everybody is getting sick with either colds or the flu and I've been battling a cold and decided to take the day yesterday to rest.

We'll have to adjust our totals but we had 79 completes in the 3 shipments we sent (one had 37, one had 20 and the last one 22).

First, in terms of the project as a whole, it seems to be even harder this year. There have been even more consolidations and many of the local offices are now closed and it's being done more on a regional level. Sometimes there are a local few people left and we're lucky enough to find them and they will help us.

These consolidations can either really help us or hurt us. If the respondents agree to participate, we can get several done with one call. However, if they decline we can lose a bunch at a time.

In terms of the WGN surveys, they do take more time because of the extra call we have to make after sending the program summary sheet. And yes, it often happens that we set up a callback that doesn't work the first time. I'd say most of them do wind up completing the survey, it's just that these people are very hard to connect with and having to reach them twice makes completion that much more difficult. We have suggested that we can send them the programming summary almost immediately, but that hasn't worked because most respondents say they would prefer to look at it and set up an appointment time. I'm really not sure what can be done to improve this situation but I will give it some thought

I believe we have completed another 4 WGN surveys that we are planning on sending with more completes this week. Is your office open on Friday?

I wanted to confirm the completion rate for this year as well. I believe you need about a 65% completion rate is that right? And, I think we received about 295 which means we are looking at about 192 completes. Does that sound right?

We are doing everything possible to make that happen. We do have a few callbacks set up for the Telco's and I'm hoping we'll be able to complete those at least. As I mentioned in the last email, one problem is that the AT&T policy is not to do any surveys, so it's always a case of hoping to find people who are unaware of that policy.

And of course the other problem is finding the right contact info. With the AT&T bunch we received, 19 of them had the same

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number which was either a Customer Service option or an Executive office option and neither could be used.

If you would like to set up a call to discuss some of these issues, let me know what your schedule is like and I'm sure we can find some time.

Wishing you, Brian and your families a Wonderful Thanksgiving Holiday!

Warmly,
Sandi

In a message dated 11/25/2013 12:33:29 P.M. Pacific Standard Time, trautman@bortz.com writes:
Hi Sandi:

Received the second batch of completes from you yesterday, and we now have a total of 76 from you. (You've sent 77 but one was actually a 2011 complete that we had never received. No worries on that, just wanted to let you know so that our "counts" are the same.) This seems like solid progress overall, especially since you haven't had a lot of the questionnaires for that long.

However, one concern I have is that we only have 17 completes from the "WGN-Only" group – and, generally speaking, most of these were sent out pretty early on. There are roughly 90 of these in total, with about 20 being telcos – but even considering the "telco" factor this looks like it's not shaping up that great. We had this same issue last year, as the completion percentage for those was quite a bit lower than for the rest of the sample. I know these are harder because of the programming grid (so you have to set up appointments), but I'm wondering if there is anything that can be done to enable better completion with this. Specifically, do you see any pattern like respondents agreeing to do the survey and then avoiding you once you've set up a callback for after the grid has been sent. Or is this group just generally tough to reach?

Please give me any thoughts you have on this, and maybe we should have a call to discuss if there is something in particular that seems to be the source of the problem.

Thanks,

Jim

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